

WFLX

ORDER

Print Date 10/30/12 Page 1 of 5

Flight Dates 10/30/12-11/05/12

<u>Contract / Revision</u>	840983 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>AMERICAN CROSSROADS</u>	<u>Estimate #</u>	1274
	10/24/12 10/30/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06393919
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	American Crossroads		<u>Order Type</u>	Political
New till 11/14/10		66 Canal Center Plaza	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Crossroads Media	Suite 555	<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		Alexandria, VA 22314	<u>Demographic</u>	A35+
66 Canal Center Plaza			<u>Rev Codes</u>	Agency Political Pol-Issue
Suite 555			<u>Product Codes</u>	PL20
Alexandria, VA 22314			<u>Priority</u>	P 1
			<u>Advertiser Ref</u>	

Primary Account Executive

Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Competing Station	Order Share %	Market Value %	Amount
DFLX	%	%	
WFGC	%	%	
WPBF	%	%	
WPEC	%	%	
WPPB	%	%	
WPTV	%	%	
WPXP	%	%	
WTCE	%	%	
WTCN	%	%	
WTVX	%	%	
WXEL	%	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$24,794.50	\$29,170.00	0.00	10/29/12	11/05/12	44	\$24,794.50	\$29,170.00
Totals	44	\$24,794.50	\$29,170.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 1	WFLX	11/02/12	11/02/12	Late News M-Sun	Comm	10-11P	----1--	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				TEN O'CLOCK NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$1,085.00			0.00						
E 2	WFLX	11/02/12	11/02/12	HOW I MET YOUR MOT	Dom	11-1130P	----1--	:30	1	\$175.00	P	2	0.00	NM	1	\$175.00
				HOW I MET YOUR MOT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$175.00			0.00						
E 3	WFLX	11/02/12	11/02/12	EXTRA	Comm	430-5P	----1--	:30	1	\$115.00	P	2	0.00	NM	1	\$115.00
				EXTRA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$115.00			0.00						



WFL-X

Print Date: 10/30/12

Page 2 of 5

Contract / Revision

840983

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision

10/24/12 / 10/30/12

Order Sep 00:15:00

Advertiser American Crossroads

Product AMERICAN CROSSROADS Estimate # 1274



WFLX

Print Date: 10/30/12

Page 3 of 5

Contract / Revision

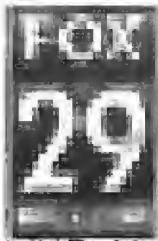
840983

Flight Dates 10/30/12-11/05/12Hiatus DatesOriginal Date / Revision

10/24/12/ 10/30/12

Order Sep 00:15:00Advertiser American CrossroadsProduct AMERICAN CROSSROADS Estimate # 1274

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 15	WFLX	11/04/12	11/04/12	NFL on Fox Game 1	Comm	1-425P	-----2	:30	2	\$1,835.00	P	1	0.00	NM	2	\$3,670.00
				NFL ON FOX												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----2		2	\$1,835.00			0.00						
E 16	WFLX	11/04/12	11/04/12	Late News M-Sun	Comm	10-11P	-----1	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				TEN O'CLOCK NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$1,085.00			0.00						
E 17	WFLX	11/04/12	11/04/12	EXTRA	Comm	11P-12A	-----1	:30	1	\$115.00	P	2	0.00	NM	1	\$115.00
				EXTRA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$115.00			0.00						
E 18	WFLX	11/04/12	11/04/12	NFL Pre-game (reg sea	Comm	12-1P	-----1	:30	1	\$535.00	P	1	0.00	NM	1	\$535.00
				FOX NFL SUNDAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$535.00			0.00						
E 19	WFLX	11/04/12	11/04/12	FOX News Sunday	Comm	9-10A	-----1	:30	1	\$175.00	P	1	0.00	NM	1	\$175.00
				FOX NEWS SUNDAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$175.00			0.00						
E 20	WFLX	11/01/12	11/01/12	Late News M-Sun	Comm	10-11P	---1---	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				TEN O'CLOCK NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$1,085.00			0.00						
E 21	WFLX	11/01/12	11/01/12	HOW I MET YOUR MOT	Comm	11-1130P	---1---	:30	1	\$175.00	P	2	0.00	NM	1	\$175.00
				HOW I MET YOUR MOT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$175.00			0.00						
E 22	WFLX	11/01/12	11/01/12	FOX 29 NEWS FIRST AT	Comm	4-430P	---1---	:30	1	\$145.00	P	1	0.00	NM	1	\$145.00
				FOX 29 NEWS FIRST AT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$145.00			0.00						
E 23	WFLX	11/01/12	11/01/12	EXTRA	Comm	430-5P	---1---	:30	1	\$115.00	P	2	0.00	NM	1	\$115.00
				EXTRA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$115.00			0.00						
E 24	WFLX	11/01/12	11/01/12	BIG BANG THEORY	Comm	7-7:30P	---1---	:30	1	\$785.00	P	1	0.00	NM	1	\$785.00
				BIG BANG THEORY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$785.00			0.00						
E 25	WFLX	11/01/12	11/01/12	MORNING NEWS 7A	Comm	7-8A	---1---	:30	1	\$175.00	P	1	0.00	NM	1	\$175.00
				FOX 29 MORNING NEW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$175.00			0.00						
E 26	WFLX	11/01/12	11/01/12	MORNING NEWS 8A	Comm	8-9A	---1---	:30	1	\$175.00	P	1	0.00	NM	1	\$175.00
				FOX 29 MORNING NEW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1	\$175.00			0.00						
E 27	WFLX	11/04/12	11/04/12	NFL Post-game (reg sea	Comm	4-430P	-----1	:30	1	\$1,585.00	P	1	0.00	NM	1	\$1,585.00
				NFL POST-GAME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$1,585.00			0.00						



WFLX

Print Date: 10/30/12

Page 4 of 5

Contract / Revision

840983

Flight Dates 10/30/12-11/05/12Hiatus DatesOriginal Date / Revision

10/24/12/ 10/30/12

Order Sep 00:15:00Advertiser American CrossroadsProduct AMERICAN CROSSROADS Estimate # 1274

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 27	WFLX	11/04/12	11/04/12	NFL Post-game (reg sea	Somm	4-430P	-----1	:30	1	\$1,585.00	P	1	0.00	NM	1	\$1,585.00
				NFL POST-GAME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$1,585.00			0.00						
E 28	WFLX	10/30/12	10/30/12	Late News M-Sun	Comm	10-11P	-1-----	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				TEN O'CLOCK NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-1-----		1	\$1,085.00			0.00						
E 29	WFLX	10/30/12	10/30/12	HOW I MET YOUR MOT	Somm	11-1130P	-1-----	:30	1	\$175.00	P	2	0.00	NM	1	\$175.00
				HOW I MET YOUR MOT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-1-----		1	\$175.00			0.00						
E 30	WFLX	10/30/12	10/30/12	FOX 29 NEWS FIRST AT	Comm	4-430P	-1-----	:30	1	\$145.00	P	1	0.00	NM	1	\$145.00
				FOX 29 NEWS FIRST AT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-1-----		1	\$145.00			0.00						
E 31	WFLX	10/30/12	10/30/12	EXTRA	Comm	430-5P	-1-----	:30	1	\$115.00	P	2	0.00	NM	1	\$115.00
				EXTRA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-1-----		1	\$115.00			0.00						
E 32	WFLX	10/30/12	10/30/12	MORNING NEWS 7A	Comm	7-8A	-1-----	:30	1	\$175.00	P	1	0.00	NM	1	\$175.00
				FOX 29 MORNING NEW!												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-1-----		1	\$175.00			0.00						
E 33	WFLX	11/02/12	11/02/12	Fri Hour 1	Comm	8-9P	----1--	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				KITCHEN NIGHTMARES												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$1,085.00			0.00						
E 34	WFLX	10/31/12	10/31/12	Late News M-Sun	Comm	10-11P	--1----	:30	1	\$1,085.00	P	1	0.00	NM	1	\$1,085.00
				TEN O'CLOCK NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$1,085.00			0.00						
E 35	WFLX	10/31/12	10/31/12	HOW I MET YOUR MOT	Somm	11-1130P	--1----	:30	1	\$175.00	P	2	0.00	NM	1	\$175.00
				HOW I MET YOUR MOT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$175.00			0.00						
E 36	WFLX	10/31/12	10/31/12	RAYMOND	Comm	6-630P	--1----	:30	1	\$115.00	P	2	0.00	NM	1	\$115.00
				RAYMOND												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$115.00			0.00						
E 37	WFLX	10/31/12	10/31/12	Wed Hour 1	Comm	8-10P	--1----	:30	1	\$2,585.00	P	1	0.00	NM	1	\$2,585.00
				X-FACTOR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$2,585.00			0.00						
E 38	WFLX	10/31/12	10/31/12	MORNING NEWS 8A	Comm	8-9A	--1----	:30	1	\$175.00	P	1	0.00	NM	1	\$175.00
				FOX 29 MORNING NEW!												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$175.00			0.00						
E 39	WFLX	10/31/12	11/01/12	World Series on Fox	Comm	730P-CC	--WT---	:30	4	\$1,835.00	P	1	0.00	NM	0	\$0.00
				MLB WORLD SERIES												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$1,835.00			0.00						



WFLX

Print Date: 10/30/12

Page 5 of 5

Contract / Revision

840983

Flight Dates 10/30/12-11/05/12Hiatus DatesOriginal Date / Revision

10/24/12/ 10/30/12

Order Sep 00:15:00Advertiser American CrossroadsProduct AMERICAN CROSSROADS Estimate # 1274

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 39	WFLX	10/31/12	11/01/12	World Series on Fox	Comm	730P-CC	--WT---	:30	4	\$1,835.00	P	1	0.00	NM	0	\$0.00
MLB WORLD SERIES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/29/12	11/04/12	--WT---		4	\$1,835.00		0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WFLX	10/29/12-11/04/12	World Series on Fox		730P-CC			--WTh-----		:30(\$1,835.00)	0.00	NM		
		<i>Credited [CR-No Avails]</i>														
		2	WFLX	10/29/12-11/04/12	World Series on Fox		730P-CC			--wTh-----		:30(\$1,835.00)	0.00	NM		
		<i>Credited [CR-No Avails]</i>														
		3	WFLX	10/29/12-11/04/12	World Series on Fox		730P-CC			--wTh-----		:30(\$1,835.00)	0.00	NM		
		<i>Credited [CR-No Avails]</i>														
		4	WFLX	10/29/12-11/04/12	World Series on Fox		730P-CC			--wTh-----		:30(\$1,835.00)	0.00	NM		
		<i>Credited [CR-No Avails]</i>														
N 40	WFLX	10/31/12	10/31/12	Wed Hour 1	Comm	8-10P	--W----	:30	1	\$1,835.00	P	1	0.00	NM	1	\$1,835.00
		X-FACTOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	--W----		1	\$1,835.00		0.00							
N 41	WFLX	11/01/12	11/01/12	Thu Hour 1	Comm	8-1030P	---T---	:30	2	\$1,835.00	P	1	0.00	NM	2	\$3,670.00
		X FACTOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T---		2	\$1,835.00		0.00							
N 42	WFLX	11/05/12	11/05/12	TEN O'CLOCK NEWS DE	Comm	1-2A	M-----	:30	1	\$15.00	P	3	0.00	NM	1	\$15.00
		TEN O'CLOCK NEWS DE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1	\$15.00		0.00							
														Totals	44	\$29,170.00

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location:	Date:
WPLX, West Palm Beach, FL	10:30

I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WPLX # 8A0983				

Total Charges: <u>24794.50 net</u>

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/26/12 Stephanie Mung
Date Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

John Haslam
Signature

John Haslam
Printed Name

GM

Title



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO: John Heisman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: DC

REQUEST RECEIVED FROM

DATE: 7/5/12

BUYER: Emily Milhoan
AGENCY: Crossroads Media
ADDRESS: 66 Canal Center Plaza Suite 555 Alexandria, VA 22314
PHONE #: 703 299 1760
FAX #: 703 299 1761
OTHER:

AVAILS FOR

COMMITTEE: American Crossroads
CHAIRPERSON:
TREASURER: Margee Clancy
ADDRESS: 1401 New York Ave, Suite 1200 Washington DC 20005
PHONE #:
FAX #:
OTHER:

FOR

CANDIDATE: American Crossroads
OFFICE: ISSUE
PARTY: REPUBLICAN

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERCIAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	